

The 1915 Briscoe

A side profile of a vintage open-top automobile, likely a 1920s model, shown in a dark, high-contrast image. The car features large spoked wheels, a prominent front grille, and a folded-down convertible top at the rear. The image is grainy and appears to be a reproduction from an old document.

Briscoe Clover Leaf Roadster, Three-Passenger, Completely Equipped, for

\$785

BRISCOE FACTS:

The Briscoe is not a new car. It was begun way back in 1904 when Benjamin Briscoe first began designing and building motor cars.

You will remember that he, with David Buick, founded the Buick Company. Then he and J. D. Maxwell organized the Maxwell Briscoe Company, that produced over 20,000 cars in a year. At this time the Briscoe car had been in the making in the brain of Benjamin Briscoe.

He knew all the methods and designs that America could teach him. He knew thoroughly the efficient methods employed by American makers which have enabled them to put a value per dollar into their cars that has been a wonder to European makers.

He determined to produce a car that should combine American efficiency with the refinements in appearance and the mechanical precision in which foreign makers have always been far ahead of us.

Two years ago he went to Paris, gathered around him several of the foremost foreign engineers and designers, and together they built the Briscoe—a masterpiece of motor car construction.

Mr. Briscoe then returned to this country and prepared to produce it in quantities by American methods, so that it might sell at a reasonable price. The big Briscoe factories at Jackson, Mich., now turning out twenty cars a day (soon to be increased to forty) are the result of his efforts.

The Briscoe is made with touring car body, to hold five passengers. Every feature of the car is of the latest and best. Left Drive, Streamline Body, Electric Starter, Lights and Generator, Central Steering, Hub Brakes, Magneto, Wheelbase 108".

Our three-passenger Clover Leaf Roadster is one of the most beautiful cars that ever appeared on the American market. With complete equipment this car sells for \$785 also. Look at the illustration above.

Briscoe Motor Distributing Co., Inc.

1620 West Broad Street, Richmond, Va.

Hopkins Furniture Co.
7 West Broad Street
CASH OR CREDIT

Leaders



The light Stearns-Knight
Cabriolet, \$2250.

T. D. RANEY,
1643 W. Broad. Road, 4167.

**Low Price Car
With High Price
Features--**

K R I T C A R
ALSOP MOTOR COMPANY, Inc.
 1623 W. Broad. Showroom 212 N. Eighth. Ban. 2672

114 W Broad Madison 7044
Overland Motor Company, Distributor

Overland The Carroll Garford

Automobile	UTILITY	Motor Trucks
Delivery Wagons	TRUCK	Automobiles

BRISCOE \$785
Completely Equipped

with electric starter, windshield top, top boot, speedometer and electric lights—in fact, everything that you can use on a car.

A wonderful car at remarkably low price.

N. C. SMITH Distributor

South Hill, Va.
Several good counties in Virginia open for dealers; also city of Richmond. Telegraph, or telephone.